

Appendix C

A.S. Advanced and Continuous Studies Business Administration Generalist to B.S. Marketing

Passaic Courses	Credits	WP Equivalency
Semester 1		
EN 101: Composition I	3	ENG1100 College Writing
ENS 106 Public Speaking	3	COMM2630 Public Speaking
AC 101 Financial Accounting 1	3	Degree Credit
BU 101 Intro to Business	3	Degree Credit
EC 101 Economics I	3	ECON2010 Macroeconomic Principles
Semester 2		
EN 102: Composition II	3	ENG1500 Experiences in Literature
BU 203 Principles of Marketing	3	MKT2100 Principles of Marketing
AC 102 Financial Accounting II	3	ACCT2110 Financial Accounting
EC 102 Economics II	3	ECON2020 Microeconomic Principles
CIS 125 Microcomputer Software I	3	CS2100 Web Page and Site Design
Semester 3		
BU 206 Business Statistics	3	ECON2100 Business Statistics I
BU 213 Legal Env/Business, Government & Society	3	LAW2010 Legal Environment of Business
PS101 Intro to Psychology or SO 101 Intro to Sociology	3	PSY1100 General Psychology or SOC1010 Principles of Sociology
MA 108 College Algebra	3	MATH1150 College Algebra
Lab Science Elective	4	Equivalent Lab Science Course
Semester 4		
AC 205 Managerial Accounting	3	ACCT2120 Managerial Accounting
AC 203 Accounting Appls/Excel or EN 103 Business writing	1	Degree Credit
MA 109 Precalculus Math or MA 110 Math for Management or MA111 Business Calculus (Recommend MA109 or MA111)	3-4	MATH1160 Precalculus or MATH1170 Business Math or MATH1450 Quantitative Math II
BU 222 Principles of Management	3	MGT2000 Principles of Management
Humanities Elective	3	Equivalent Humanities Course
Semester 5		
BU 207 Business Statistics II	3	ECON 2110 Business Statistics II
BU 209 Professional Selling	3	RPS2050 Professional Selling
Choose a free elective/minor course	3	Degree Credit

Choose a free elective/minor course	3	Degree Credit
World Language I elective	3	Equivalent World Language I Course
Semester 6		
BU 310 Mgmt/Supply Chain Operations	3	MKT 4750 Supply Chain Management
BU 300 Corporate Finance	3	FIN 3200 Corporate Finance
BU 315 Business Ethics & Sustainability	3	MGT 3550 Values, Ethics and Sustainability
World Language II elective	3	Equivalent World Language II Course
Choose a free elective/minor course	3	Degree Credit
WP BS Marketing (60 credits in the major)		
Semester 7		
	3	MGT 3050 Management Info Systems
	3	MKT 3160 Global Marketing
	3	MKT 3200 Consumer Behavior
	3	RPS 2100 Negotiation
	3	Major Elective*
	0	PENB 1007 Professional Enrichment
Semester 8		
	3	MGT 4600 Business Strategy & Policy
	3	MGT 4310 Operations Management
	3	MKT 4650 Marketing Research
	3	MKT 4820 Marketing Management
	3	Major Elective*
	0	PENB 1008 Professional Enrichment
*Marketing Major Electives		
Required Credits:6		
MKT 3140 Marketing Communication Strategy		
MKT 3320 E-Marketing		
MKT 3321 Social Media Marketing		
MKT 3323 Marketing Analytics		
MKT 3420 Retail Management		
MKT 4750 Supply Chain Management		
MKT 4800 Pricing Strategies		

MKT 4851 Marketing Management
Practicum

MKT 4901 Marketing Internship - Marketing
Management

RPS 2050 Professional Selling

Notes:

1. William Paterson University will accept all associate degree credits under this program-to-program articulation agreement, including up to half of the William Paterson University major required credits, from New Jersey community college students who enroll at William Paterson University
2. William Paterson University recommends students to take two semesters of one foreign language at the community college. Two semesters of American Sign Language can also fulfill the foreign language requirement.
3. WP Online students should always check with their advisor and/or refer to the semester course schedule when choosing electives, as elective course offerings may vary each semester.